HIGHLIGHTS

WEEK ENDING: FEBRUARY 2, 1990

INDUSTRY WEEKLY SALES

- This week's sales of 7.0 billion units were depressed for the fifth consecutive week as accounts continued to deplete excess inventory built up during the 4th quarter 1989.

P. M. WEEKLY SALES AND SHARE

- This week's sales of 2.7 billion units were approximately 1.5 billion units below P.M.'s normal going rate as accounts continued to exhaust excess inventory from the 4th quarter load.

- P.M.'s weekly share of 38.5 was distorted by R.J.R.'s elimination of a 4th quarter trade program and varying payback schedules of the other manufacturers.

MANUFACTURER PROGRAMS

- R.J.R. continued to restrict its accounts to 125% of an average week on all brands.

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Source: https://www.industrydocuments.ucsf.edu/docs/pjgn0004